



# HOSPITALITY INDUSTRY

## MISSOURI TARGET INDUSTRY

FEBRUARY 2022

### QUICK STATS HOSPITALITY STATEWIDE

2020 Average Annual Wage

**\$22,154**

12.9% increase from 2015-2020

2020 Employment Statewide

**253,244**

13.4% decrease from 2015-2020

Net Employment Change

2015-2020

**-39,296**

2020 Number of Establishments

**15,398**

Employment Change

2015-2020

Museums, Historical Sites,  
and Similar Institutions

**124**

Performing Arts, Spectator  
Sports, and Related Industries

**-3,214**

Accommodation

**-6,009**

Amusement, Gambling,  
and Recreation Industries

**-6,053**

Food Services & Drinking Places

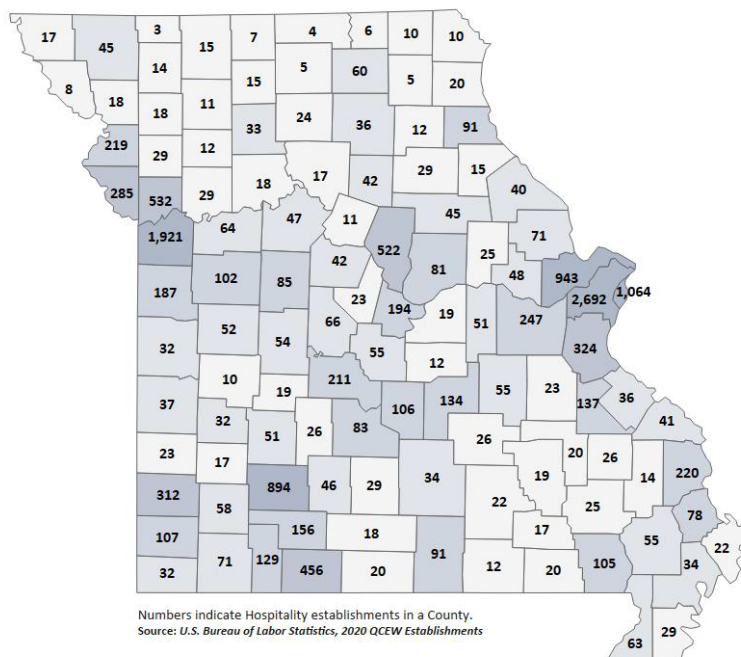
**-24,144**

The Hospitality Industry includes the arts, entertainment, and recreation sector, such as museums, historical sites, amusement parks, casinos, and other recreation; accommodation including hotels, motels, and other traveler accommodations; and food service sectors like food and drinking places. Hospitality represents 11.1 percent of total private sector employment, employing 253,244 workers across 15,398 establishments.

Location quotient (LQ) compares the regional share of an industry to the national share. LQs that are higher than the national average of 1.0 indicate a higher employment concentration within a region. Hospitality has an LQ of 1.03, meaning that it is slightly more concentrated in Missouri, as compared to the United States as a whole. Hospitality industries that have a higher employment concentration include *Museums, Historical Sites, and Similar Institutions* and *Food Services and Drinking Places*.

Hospitality industries were the most severely impacted by the COVID-19 pandemic, which is reflected in the 2020 data. Hospitality employment declined an average 2.7 percent per year from 2015 to 2020, losing a total of 39,296 jobs. Hospitality establishments can be found across the state, with more populous or more tourism-centered counties generally having a higher number of Hospitality establishments.

### MISSOURI CONCENTRATION OF HOSPITALITY ESTABLISHMENTS



# HOSPITALITY TARGET INDUSTRY GROUP

NAICS	Hospitality and Support Industries	2020 Establishments	2020 Employment	2020 Average Annual Wage	2020 Employment LQ	2015-2020 Change in Employment
<b>All</b>	<b>All Industries, Private</b>	<b>207,760</b>	<b>2,274,758</b>	<b>\$54,801</b>	<b>1.00</b>	<b>-25,885</b>
	<b>All Hospitality</b>	<b>15,398</b>	<b>253,244</b>	<b>\$22,154</b>	<b>1.03</b>	<b>-39,296</b>
711	Performing Arts, Spectator Sports, and Related Industries	789	6,175	\$107,335	0.96	-3,214
712	Museums, Historical Sites, and Similar Institutions	120	2,888	\$34,818	1.11	124
713	Amusement, Gambling, and Recreation Industries	1,546	23,090	\$21,942	0.95	-6,053
721	Accommodation	1,420	24,985	\$27,428	0.93	-6,009
722	Food Services and Drinking Places	11,523	196,106	\$18,639	1.05	-24,144

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, 2020 Annual Data

The average annual private wage in Hospitality was \$22,154 in 2020. This was \$32,647 less than the state's average annual private sector wage of \$54,801. The Hospitality industry with the highest average wages is *Performing Arts, Spectator Sports, and Related Industries*, at \$107,335. The remaining four Hospitality industries have average wages below the state's average annual private sector wage.

The Hospitality industry group lost employment between 2015 and 2020, with the COVID-19 recession having a large influence on this decline in 2020. The only Hospitality industry to gain employment was *Museums, Historical Sites, and Similar Institutions*, with an increase of 124 employees. *Food Services and Drinking Places* had the largest employment decline with 24,144 jobs lost. *Performing Arts, Spectator Sports, and Related Industries* experienced the greatest percentage decline, with employment declining by 34.2 percent between 2015 and 2020. The Hospitality industry has been recovering in 2021.

NOTES:  
Target Industries are defined by North American Industry Classification System (NAICS) codes relevant to the target industry cluster. Industry clusters are not mutually exclusive and may include similar industry codes.

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